



Chapter 8 Groups, Cliques, and Social Behavior



The background of the slide features a blue sky with a subtle gradient. At the bottom, there is a green grassy field. On the right side, there is a decorative swirl or floral motif in a lighter blue color.

7.1 Groups in Society

Social Groups, Categories, and Crowds

- A **social group** refers to two or more people who interact with each other and are aware of having something in common
- We belong to some social groups because we were born into them, but others we join voluntarily



What do social groups give us?

- Social groups help provide us with knowledge that would not otherwise be available
- Sense of safety and security
- Establish our own social identity



Social Groups and Categories of People

- Social Groups are different than categories of people
- A category of people is a group that has one thing in common but its members are unaware of each other in a personal sense



Crowd

- A crowd is a group of people that have little or nothing to do with each other even if they are in the same place at the same time
- They are a specific group that come together for a specific purpose: to shop, to watch a concert, to watch a match,



Crowd

- A crowd can turn into a social group, but only if the people in it begin to relate to each other



Two Types of Groups

Primary Group

- Small group whose members have personal, often emotional relationships with each other.
- Sociologist, Charles Cooley named these groups primary groups because they are the first and most important group in our lives



Two Types of Groups

Primary Group

- Families and small groups of friends are examples of primary groups



Two Types of Groups

Characteristics of a Primary Group

- Personal relationships
- Long-term relationships
- Interested in the person as a whole
- Usually face to face communication



Two Types of Groups

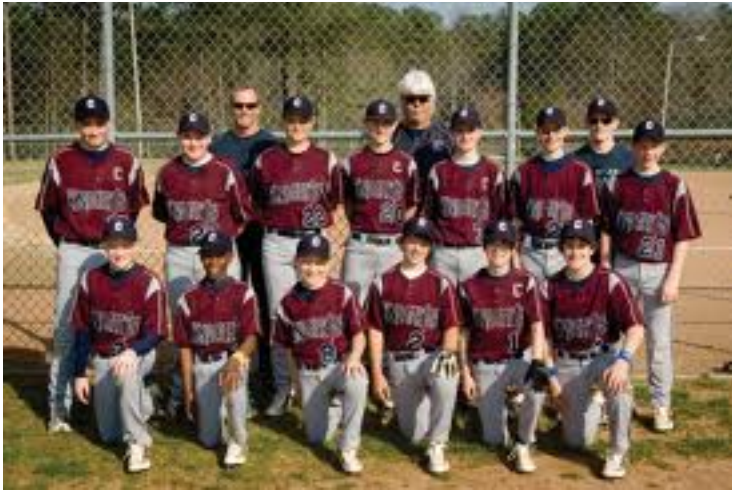
Secondary Groups

- More impersonal and formal
- Members generally have temporary and short-term relationships
- Individuals judge each other more by what they can do rather than by who they are

Two Types of Groups

Secondary Groups

- A business organization, school, athletic team are examples of a secondary group



Two Types of Groups

Characteristics of a Secondary Groups

- Impersonal and formal relationships
- Variable, short-term relationships
- Interested in a narrow aspect of the person
- Often more formal and written communication

Networks

- A **network** is a very loose group
- Networks connect people who would not normally interact with each other
- Can include a great number of people at great distances from each other



Networks

